

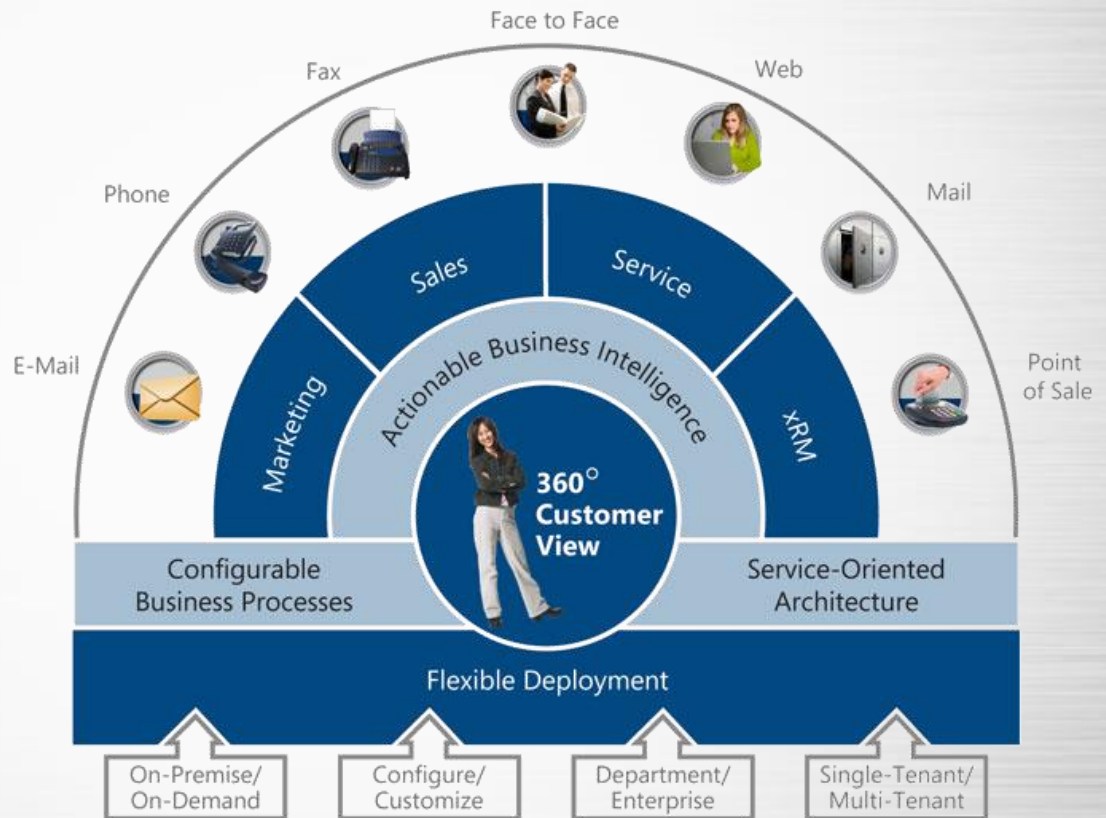


FayeBSG

What is CRM?

Agenda

- What is CRM?
- Areas of CRM
- Fundamentals
- Development
- Objectives
- Benefits



FayeBSG

ABOUT FBSG

- 25 years of consulting and customizing experience
- Sage 100 ERP Certified Developer
- Authorized SugarCRM Partners & Developers
- Dedicated, in-house “on shore” programming staff
- Dedicated, in-house support team
- Hundreds of successful accounting, ERP, and CRM software implementations & integrations

SERVICES OFFERED BY FBSG



What is CRM?

Customer Relationship Management

- CRM is a platform used to manage the relationship with your customers and potential customers.
- Manages, tracks, and measures relationships.
- Allows you to provide a personal, unique experience for every customer.



Typical Areas of CRM Activity

- Sales Force Automation (SFA)
- Customer Service and Support (CSS)
- Help Desk
- Marketing Automation



Fundamentals of CRM

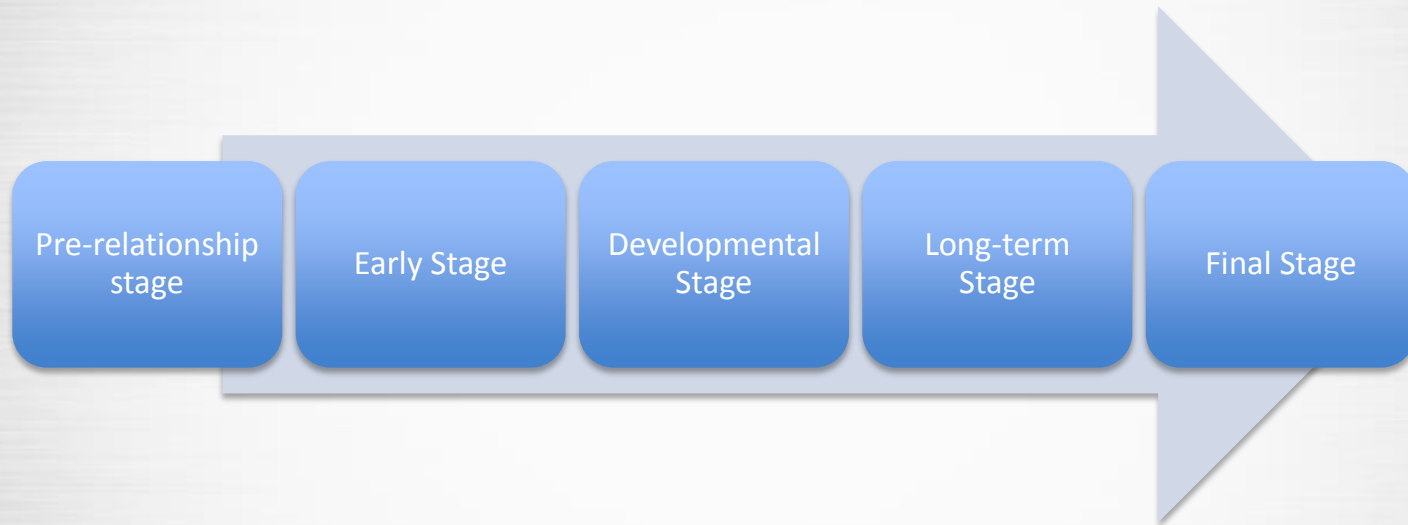
- Understand your customer
- Exceed their expectations
- Provide superior service and support
- Establish and retain a long-term relationship

The Top 6 Things CRM Can Do For You

- (1) Gather and manage data.
- (2) Create Processes.
- (3) Sales Process Automation.
- (4) Status Reports.
- (5) Collaboration.
- (6) Visibility and Metrics.



Stages in the development of a Customer Relationship



CRM Objectives

- Lifetime Value
- Customer Ownership
- Greater Internal Efficiency



The Benefits

- **Increased revenues**
- **More success**
- **Trimmed sales cycles**
- **More-efficient call center operations**
- **Improved sales forecasting**
- **Fewer customer issues**
- **Better-informed marketing and sales decisions**



Making CRM Happen

- Evaluate
- Set Goals
- Your Requirements
- Commit
- Research
- Expert Advice
- Act





Faye Business Systems Group

Thank you

For expert advice or a free SugarCRM trial

call us now **818 227 5130**

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